

## 2.10 Postgraduate Diploma in Marketing

### Admission requirements

- Any acceptable bachelor's degree obtained in a field other than marketing.
- The field of marketing includes the following disciplines at bachelor's level: marketing, consumer behaviour, retail management, marketing communication and services marketing.
- An average final mark of at least 55% for all major final-year modules of the bachelor's degree.

### Further requirements

- You must attend a compulsory orientation programme during the week(s) before the official academic programme starts.
- You must submit a letter of motivation to the Department of Business Management.
- You may not be enrolled for any other degree or diploma programme at Stellenbosch University or any other institution at the time.

### Selection

The number of students selected will be influenced by, among other things, staff capacity and the availability of resources within the Department, as well as academic merit and University transformation objectives. As staff capacity and resources may fluctuate from year to year, the number of students selected can also differ from year to year.

Should the applicants who meet the admission requirement exceed the capacity of the Department, the criteria of the admission requirements will be used to rank the applicants in order of suitability, and to finalise the list of selected applicants.

### Application procedure and closing date

- You can apply through the standard Stellenbosch University application process by visiting [www.sun.ac.za/pgstudies](http://www.sun.ac.za/pgstudies).
- Apply by **31 October** of the year before your intended studies. This applies to South African as well as international applicants.
- You must also submit a motivation letter explaining why you are interested in the programme electronically to [apaint@sun.ac.za](mailto:apaint@sun.ac.za) or [marketingdiploma@sun.ac.za](mailto:marketingdiploma@sun.ac.za) by 31 October of the year before your intended studies.

### Duration, offering type and starting date of programme

**Duration:** One year, full-time, from January to November. All lectures are compulsory.

**Starting date:** The last week of January.

### Programme's mode of delivery

Full-contact learning (face-to-face).

### Enquiries and programme leader

#### Enquiries

*Please direct your queries to:*

Ms Annali Maass

Programme administrator

Department of Business Management

Tel: 021 808 3415

E-mail: [apaint@sun.ac.za](mailto:apaint@sun.ac.za) or [marketingdiploma@sun.ac.za](mailto:marketingdiploma@sun.ac.za)

Website: [www.sun.ac.za/english/faculty/economy/business-management](http://www.sun.ac.za/english/faculty/economy/business-management)

#### Programme leader

Dr Debbie Human-van Eck

Department of Business Management

## Programme content

You must earn a total of at least 120 credits for this programme.

**All modules are compulsory.**

Code	Module	Credits	Module Name	Semester
10532	719	10	Brand Management	1
59625	715	7	Consumer Behaviour	1
14375	746	5	Digital Marketing	2
11157	717	5	Financial Methods	2
10538	718	5	Industrial Marketing	1
14376	716	10	Integrated Marketing Communication	1
60801	714	13	Introduction to Marketing	1
10400	750	20	Marketing Plan	Both
10399	745	15	Marketing Research	Both
65641	749	10	Retail Management	2
10423	748	10	Services Marketing	2
10709	747	10	Strategic Marketing	Both

# Postgraduate Programmes

## 1. General information for all postgraduate programmes

The information in this section applies to most of the postgraduate programmes and is not repeated for each programme, so please read it through carefully. Exceptions and deviations are, however, indicated at the individual programmes.

### 1.1 Postgraduate programmes in the Faculty

The table below lists the postgraduate programmes up to master's level by the department, school or centre where they are offered. The campus or facility is indicated in italics where necessary. All departments, schools and centres also offer a PhD programme. For more on the PhD, see the doctoral section at the end of this chapter.

<b>Africa Centre for Inclusive Health Management</b>
PGDip (HIV/Aids Management)
MPhil (HIV/Aids Management)
<b>Centre for Sustainability Transitions (CST)</b>
PGDip (Sustainable Development)
MPhil (Sustainable Development)
<b>Department of Business Management</b>
PGDip (Marketing)
BComHons (Business Management)
MCom (Business Management)
<b>Department of Economics</b>
BComHons (Economics)
BComHons (Economics and Mathematical Statistics) [with the Department of Statistics and Actuarial Science]
MCom (Economics)
<b>Department of Industrial Psychology</b>
PGDip (Strategic Human Resource Management)
BComHons (Human Resource Management)
BComHons (Industrial Psychology)
MCom (Human Resource Management)
MCom (Industrial Psychology)
<b>Department of Logistics</b>
PGDip (Transport and Logistics)
BComHons (Logistics Management)
BComHons (Operations Research)
BComHons (Transport Economics)
MCom (Logistics Management)
MCom (Operations Research)
MCom (Transport Economics)
<b>Department of Statistics and Actuarial Science</b>
PGDip (Actuarial Science)
BComHons (Actuarial Science)
BComHons (Economics and Mathematical Statistics) [with the Department of Economics]
BComHons (Financial Risk Management)
BComHons (Mathematical Statistics)
BComHons (Statistics)
MCom (Actuarial Science)
MCom (Financial Risk Management)
MCom (Mathematical Statistics)
MCom (Statistics)

<b>School of Accountancy</b>
PGDip (Accounting)
BComHons (Management Accounting)
BAccHons
MCom (Computer Auditing)
MCom (Financial Accounting)
MCom (Management Accounting)
MCom (Taxation)
MAcc (Auditing)
MAcc (Financial Accounting)
MAcc (Taxation)
<b>School of Public Leadership (SPL), <i>Bellville Park</i></b>
PGDip (Environmental Management) <i>Stellenbosch</i>
PGDip (Public Finance Management)
BComHons (Public and Development Management)
BPubAdminHons
MCom (Public and Development Management)
M (Public Administration)
MPhil (Environmental Management) <i>Stellenbosch</i>
<b>Stellenbosch Business School, <i>Bellville Park</i></b>
PGDip (Business Management and Administration)
PGDip (Development Finance)
PGDip (Financial Planning)
PGDip (Futures Studies)
PGDip (Leadership Development)
PGDip (Project Management)
MPhil (Development Finance)
MPhil (Futures Studies)
MPhil (Management Coaching)
MBA

## 1.2 Undergraduate module requirements for postgraduate programmes

In Appendix D to this Yearbook part, you will find a table showing the minimum module requirements for admission to certain postgraduate programmes. Review this table to determine whether you meet the requirements for the postgraduate programme you wish to follow.

## 1.3 Selection

Every postgraduate programme in the Faculty is potentially a selection programme since the capacity of the relevant department determines the number of students that can be accommodated in each programme. This means that selection happens when more candidates apply than the department can accommodate in a specific programme. There are, however, also programmes where selection always happens, regardless of how many candidates apply. Departments may choose to list specific requirements and criteria at the relevant programme entries below or on their website or in the programme brochure.

## 1.4 Postgraduate assessment and examination

- Assessment is determined at modular level; therefore, consult the relevant module framework for more information.
- For the Faculty postgraduate assessment rules, you can consult the Faculty website at [www.sun.ac.za/ems](http://www.sun.ac.za/ems) and look under "Current students" and then "General information" to find the link "EMS Postgraduate Assessment Rules".
- For more information and the general rules on assessment, see Part 1 (General Rules) of the Yearbook, under "Assessments and Promotions".

- For the general specifications for assignments, theses, and dissertations, consult the section "Postgraduate Qualifications" in Part 1 (General Rules) of the Yearbook.
- For specific information relating to the assignment, thesis or dissertation for an individual programme, consult the programme administrator or leader or relevant programme documentation.

## **1.5 Pass requirements for postgraduate programmes**

The pass mark for postgraduate programmes is 50% and to pass with distinction you need 75%. More detailed information on pass requirements for individual programmes is available from the relevant programme administrator or leader.

## **1.6 Different campuses and facilities**

Some postgraduate programmes are presented by the Stellenbosch Business School or the School for Public Leadership, both of which are on the Bellville Park campus of the University. The School of Public Leadership also presents classes at the Sustainability Institute at Lynedoch. The place where a particular diploma programme will be presented, if not Stellenbosch campus, is indicated below for each individual Programme under "Programme structure".

### Disclaimer:

The content above comes from the 2025 Economic and Management Sciences Yearbook. Make sure to consult the full **Economic and Management Sciences Yearbook** to see this extract in context and to check if there have been any changes. Take special note of additional information in the yearbook under section ***2. General provisions for postgraduate programmes.***